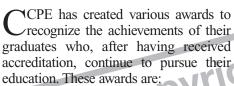


CCPE Recognizes More Pharmaceutical **Professionals**

The Council for Continuing Pharmaceutical Education (CCPE) recognizes the achievements of its graduates in their Continuing Education

Talking with Marc Lalonde, CCPE General Manager



- the Platinum Award,
- the Academic Acheivement Award and
- the Professional Recognition Award.

tigous of those awarded, has been presented to 0.5% of CCPE graduates. This award is reserved for individuals who, over the years, have successfully completed 14 Continuing Education courses.

The Academic Achievement Award has

been received by 7% of CCPE graduates who have completed seven Continuing Education courses.

Our newest addition, the Professional Recognition Award, was created as a special way to recognize some of the 815 of our graduates who have completed five classes or more.

The Professional Recognition Award The Platinum award, the most pres- will now be awarded to accredited individuals who have completed four Continuing Education courses, of which one must be from the General Healthcare Information category and one from the Applied Skills category (Table 2).

The rationale for including some cat-



Table 1 CCPE Continuing Educ	^{⊫ 1} CPE Continuing Education awards, beginning January 2007		
Platinum	Academic Achievement	Professional Recognition	
And the state of t		(ССРЕ-СЕРС)	
Accreditation plus 14 CE courses	Accreditation plus seven CE courses	Accreditation plus four CE courses	
14 OL COUISES	Seven OL codises	Tour OL courses	
Two applied skills	 One applied skills 	 Two body systems and therapeutic area 	
		 One general healthcare information 	
		 One applied skills 	
CE:Continuing Education		l	

Table 2 CCPE categories and courses available		
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•cArcdetitaoi E Health Care in Canada	n •hPraomcenomoci udacitnoo• • Evidence Based Medicine	s •oCtnniiugnH aetl h Cardiology •
 Infectious Disease 	Biotechnology	
 Metabolic Syndrome and Diabetes 		

egory eligibility elements for this new award is twofold:

- 1. To encourage the development of more rounded pharmaceutical professionals who can acquire functional knowledge related to the entire healthcare system. This will hopefully allow patients to better relate to the healthcare professionals they call on
- The acquisition of applied skills like Continuing Health Education and Evidence Based Medicine will help create a more credible and ethical pharmaceutical community.

Professional Recognition Award recipients will receive a wooden desktop plaque to recognize their commitment to their professional growth and competency maintenance. Their name will also mentioned in CCPE's own The Link publication.

We look forward to recognizing around 150 new recipients annually for the Professional Recognition Award.

Announcement

Guy Lallemand appointed Vice-President, Therapeutic Areas, at Pfizer



Guy Lallemand, Pfizer Canada

Guy Lallemand, most recently Vice-President, Government and Stakeholder Relations, has been appointed Vice-President, Therapeutic Areasat Pfizer Canada, effective November 1, 2006.

Guy is the member of the Pfizer Canada Leadership Team (PCLT) with the longest service with Pfizer Canada, having joined the company in 1993 as Director of Sales Administration and Training. After holding a variety of Sales Director positions, in September 2000 Guy was appointed to the position of Vice-President, Sales. In this role, he successfully directed tremendous sales growth, while managing the Warner-Lambert and Pharmacia acquisitions. In May 2005, Guy was named Vice-President, Government and Public Affairs and subsequently Vice-President, Government and Stakeholder Relations. Guy has 25 years of varied experience in pharmaceutical sales, marketing and training positions.